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INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

March 24, 1945

No. 103

BUILDING THE PEACE. . . . The Department of State has asked all Government agencies to cooperate in a "Building the Peace" information program designed to bring about a better understanding of the world organization proposals discussed at Dumbarton Oaks and at Yalta, and which will be more fully discussed by representatives of some 40 countries at the San Francisco Conference beginning April 25. In a recent 2-page memo to State Extension Directors, M. L. Wilson had this to say regarding the Conference and the need for better public understanding of the issues involved:

Nothing can be more important in the lives of all of us than sound planning to make secure the kind of peace for which we are fighting. That peace can last no longer than the determination of people to protect it, which must be based upon a thorough understanding of the issues involved. To that end our State Department in concert with other Government agencies will during the next three months make a special effort to openly and frankly lay before the citizens of this country the issues involved in maintaining peace the strong points and the limitations of the proposals on international organization formulated at the Dumbarton Oaks meeting.

The use of every possible informational media is being urged: press, radio, leaflets, posters, etc. The following materials are now in various stages of preparation: (1) A chart of the proposed United Nations Organization for Peace and World Progress; (2) A series of four Foreign Affairs outlines on problems of (a) preventing war, (b) promoting prosperity, (c) social progress, and (d) freedom; and (3) A wall chart in two colors with illustrations showing proposed structure and functions of the United Nations Organization.

Arrangements are being made to have sets of these materials sent to field offices of the Department and War Food Administration as soon as they are available.

A series of weekly radio programs has been arranged by the NBC University of the Air and participated in by high State Department officials, who will discuss problems of Building the Peace. The series began February 24 and will run for seven weeks. The time is Saturday evenings at 7:00, EWT.

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The **WHY OF YOUR FOOD SUPPLY** is the subject of a talk to be given by War Food Administrator Marvin Jones next Tuesday evening at 7:45 p.m., EWT, over the Mutual Broadcasting System.

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MEAT SITUATION. . . . In view of the need for more meat, an intensive effort will be made to step up beef cattle marketing this year. Information materials are being prepared on this subject and should be ready for distribution to the field offices of the Department in a short while.

STATEMENT BY WAR FOOD ADMINISTRATOR JONES. . . . Last Wednesday Judge Jones issued a statement in which he said: "I hope no one will be misled about the food situation. No one has gone hungry in this country. No one is going hungry. We have heard these things before. He then cited several facts which stand out in the past few years of farm production. "In 1943," he said, "the American farmers produced 32 percent more food than this or any other nation ever produced before the war. In 1944 they upped this 5 percent making a record increase of 37 percent above prewar production. . . . in spite of the handicaps of war. This year the farmers themselves set goals that call for an even greater crop acreage. We have the best fed army and navy in the world. They have first call on our food. Russian officials have told us that but for American food they could not have gone forward as they did in turning back the Germans. The same is true of England. All our allies are fighting in a common cause. Our civilians during the war have eaten more food per capita than they did prewar. . . . We are proud of the all time production in each of the war years. Credit for this goes primarily to the American producer...The handling of this food is a gigantic task. It must be handled with speed. It must go forward every day. It must be kept flowing to the war fronts."

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CARROTS CROWDING THE MARKET. . . .An intensive national consumer program on carrots is planned during the remainder of March and throughout April and May. The estimated winter carrot crop totals 220,400 tons--the largest on record and 87 percent above the 10-year (1934-43) average. About 80 percent of the crop will come from Texas and California. Meanwhile, the spring crop of carrots due in April and May is expected to total about 126,600 tons. Supplies of carrots should be plentiful on a country-wide basis, although transportation difficulties may affect distribution. Cannery and dehydrators are being asked to aid in utilizing excess current supplies. The school lunch program and other outlet will receive a share of the abundant carrot supplies through WFA surplus purchases if disposal cannot be made of a sufficiently large quantity of this A vitamin vegetable. Field offices of OMS and OS have been requested to check supplies of carrots in their areas and determine when, and how much, aid is needed, and to furnish informational outlets with promotional material.

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OPA WEEKLY "EMPHASIS" PROGRAM. . . . The resources of OPA's information department--press, radio, etc.--are being harnessed to emphasize each week some phase of OPA's activities. Washington leads off this week with the OPA District Offices and the War Price and Rationing Boards following through from April 1 to 7, on the subject of rationing. Reasons why will be stressed, along with changes in point values. Other points for weekly emphasis will grow out of enforcement and price and rent control activities. The plan is being kept elastic enough to allow for the assignment of special subjects as the need arises. OPA Administrator Chester Bowles' Thursday radio broadcasts (rebroadcast by some stations on Friday evening) will generally keynote each emphasis program..

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AGRICULTURAL LEGISLATIVE NEWS. . . .March 19, the House agreed to the Lemke resolution clarifying congressional intent as to farm-labor deferments and providing for an investigation regarding enforcement of the Tydings amendment; the Senate authorized an investigation of the food situation. March 20, the House appropriations Committee reported the 1946 agricultural appropriation bill.

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HALF A MILLION SCOUT GARDENS is the title of the leaflet mentioned a few weeks ago in the Calendar as being prepared for distribution to 80,00 scoutmasters and cubmasters and a half million Boy Scouts throughout the country. The leaflet is being released for this distribution today. In addition to this leaflet, which carries a message from War Food Administrator Jones calling attention to the unprecedented need for food production, a letter from Secretary Wickard is being sent to all Scout Executives which says, in part: "Food production and preservation continue in the front rank of civilian war activities. . . . This year there could be no greater goal for the organized activity of Scouting than that which you have announced. It is my hope that every Boy Scout not enrolled to work on a farm this year, will give enthusiastic support to the Victory Garden program in every way and also have an adequate Victory Garden of his own so that his family can thereby have an ample supply of vegetables and help meet the Nation's 1945 food goal."

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MORE YOUNG CHICKENS NEEDED. . . . In order to encourage farmers to produce more young chickens for marketing during the summer of 1945 and thus help make up for a shortage of other meats during that period, an increase averaging about $1\frac{1}{4}$ cents a pound in producers' ceiling prices has been authorized. The increase will be .5 to 1.6 cents per pound in various areas of the country for broilers, fryers, and roasters. An announcement on the subject was made yesterday by William H. Davis, Director of Economic Stabilization. If you want more information on this, including specific price-increase figures for 50 areas, ask for OWI press release No. 4204.

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NUTRITION PICTURE PREVIEW. . . . Reasonable assurance has been given that the Walt Disney nutrition movie "Something You Didn't Eat" will be released to commercial theaters on Thursday, June 28. Accordingly, plans are going forward to hold previews of the picture on June 26 in 6 of the Nation's larger cities. They are Washington, D. C., New York City, Chicago, Los Angeles or San Francisco, Dallas, and Atlanta.

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CROP INSURANCE MEETINGS SCHEDULED. . . . The Federal Crop Insurance Corporation has scheduled a series of 5 regional meetings to discuss plans for insuring the 1946 crop of winter and spring wheat. The time and place of the meetings are as follows: Washington, D. C., March 29 and 30; Chicago, April 6 and 7; Kansas City, April 9 and 10; Denver, April 11 and 12; Salt Lake City, April 13 and 14.

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HOW ONE RURAL SCHOOL GOT HOT LUNCHES will be dramatized on the March 31 CONSUMER TIME show. Because one teacher thought cold inadequate lunches were to blame for her pupils' misconduct, she aroused the community to start a hot lunch program. Listeners will hear how she overcame the obstacles to such a program. On April 7, a plea for women to enlist in the Women's Land Army is scheduled to be dramatized on this program.

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ANOTHER TIMELY FARM TOPICS PLATTER will be cut on March 27. Charlie Enlow of SCS will discuss "Better Land Use Means More Dairy Feed" on one side of the record. The Moore and DuMars team will talk about new members of the garden family on the other side--a new cabbage which is richer in vitamin C, onions resistant to thrips, and varieties of other vegetables which are resistant to certain plant diseases and insect pests.

1945 CROP OUTLOOK AS COMPARED WITH GOALS. . . . A report has recently been issued jointly by BAE and Triple-A which shows how prospective 1945 planted acreage stacks up against the goals set up for this year. Following are some of the figures from the report:

CROP	Planted Acreage		:	CROP	Planted Acreage	
	1945 Prosp. as % of:				1945 Prosp. as % of:	
	Goal	1944			Goal	1944
	Percent		:		Percent	
Corn, all	97	97	:	Potatoes	92	96
Wheat, all	101	104	:	Tobacco	99	104
Oats	105	108	:	Dry beans	87	88
Barley	88	86	:	Dry peas	93	59
Flaxseed	84	137	:	Peanuts, grown alone-	99	98
Rice	107	102	:	Sugar beets	81	120

In addition to giving more complete figures for the whole country, a state-by-state breakdown is also included. Copies of this report can be obtained from Triple-A, Washington, D. C.

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"TAKE FEAR OUT OF THE FUTURE--BE SURE-INSURE," is the slogan on the front of a crop insurance leaflet being prepared for use in the test crop insurance program for corn. FCIC is offering corn crop insurance in 14 counties on a trial basis beginning this year. The counties selected for the experiment are: Phillips, Kan.; Saunders, Neb.; Turner, S. Dak.; Redwood, Minn.; Buena Vista, Iowa; Marion, Iowa; Carroll, Mo.; Sauk, Wis.; Montgomery, Ill.; Vermillion, Ill.; Miami, Ind.; Hillsdale, Mich.; Chester, Pa.; and Champaign, Ohio. The leaflet on corn insurance will be similar to one recently issued on wheat, cotton, and flax and has the same slogan. It will be distributed mainly in the 14 test counties.

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DDT INSECTICIDES STILL IN EXPERIMENTAL STAGE. . . . Because of the successful use of DDT in the war and the wide publicity given it, civilians are making many inquiries about it. The Department's entomologists warn that it is still in the experimental stage so far as civilian use is concerned. Not enough is yet known about its limitations and qualifications to release it to the public. For instance, it may harm some crops and beneficial insects.

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NYUSDA CLUB VICTORY GARDEN SYMPOSIUM On April 19, the New York USDA Club will hold a meeting to discuss their problems with last year's Victory Gardens and possible answers to them. The USDA film "Grow Your Own," will also be shown. The Detroit and Kansas City Clubs are planning similar free-for-all discussion meetings.

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RUTH VAN DEMAN GUEST ON OPA BROADCAST. . . . On March 29, Ruth Van Deman of BHN&HE will appear on the regular OPA broadcast as the guest of OPA's Deputy Administrator James G. Rogers. Nutrition, rationing, and food supplies will be discussed on the program.

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USDA RELEASES OF SPECIAL IMPORTANCE. . . . WFA relaxes restrictions under WFO 125 (poultry eviscerators)--489; Utility beef set-aside in three Pacific Coast states--494; Vegetable canners' certification requirements for 1945 outlined--495; OWI statement on meat--496; W. V. Lambert named

Assistant Administrator of ARA--506; WFA announces Puerto Rican sugar program--513; Statement on food situation by Marvin Jones--516; Current developments in the farm real estate market--518; Statement by War Food Administrator Jones on H. R. 2673 (School Lunch Bill)--588; OWI statement on chicken ceiling increase--534.

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OTHER RELEASES OF INTEREST. . . . Ceiling price for California strawberries increased OPA-5407; Adverse growing conditions up ceiling price on Texas white potatoes, OPA-5413; Seed potatoes sold for table use should not be sold at seed potato ceilings, OPA-T-3063; OPA issues new ration order permitting veterans to open businesses making use of rationed foods, OPA-5414; Program for more equitable geographic distribution of civilian supplies of meat, OWI-4173 (USDA 444-45); No special seasonal ceiling prices for "hot house" and "Easter" lambs, OPA-T-3070; Live hog ceilings adjusted in several market areas, OPA-T-3069; Nationwide dollar and cent ceiling prices established on all types of hay, OPA-5415; Disaster allowance for Florida grapefruit reduced, OPA-5418.

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NEW DEPARTMENT PUBLICATIONS. . . . \$5 an Acre--to Help You Increase Flaxseed Production. . . . AIS-12; Functional Requirements in Designing Dairy Barns, Circ. No. 722; Planning the Farm for Profit and Stability, Farmers' Bulletin No. 1965; Insecticides and Equipment for Controlling Insects on Fruits and Vegetables, Misc. Pub. No. 526, reprinted and slightly revised February 1945; Promoting Better Nutrition, a reprint from 1944 Report on the Agricultural Experiment Stations; Growth Studies on Guayule, Tech. Bul. No. 885; Quality Characteristics of Wheat Varieties Grown in the Western United States, Tech. Bul. No. 887.

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BEETS, ONIONS, AND CABBAGE IN PLENTIFUL SUPPLY. . . . Texas winter beet production this year is estimated at 1,209,000 bushels. The 10-year (1933-42) average for this vegetable was 919,000 bushels. Due to the heavy supply, regional offices of the office of Supply have been asked to lend every possible assistance immediately in marketing the excess. Production is not as heavy this year as last, but wholesale prices are greatly depressed. A beet-purchase program has just been approved by WFA, and canners are being urged to cooperate in saving the crop of fresh beets. Onion supplies are heavy east of the Rockies, the principal sources being New York and Michigan. Cabbage remains abundant throughout the country.

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Hear YOUR HOME AND GARDEN show as usual, 12:30 p.m., EWT, March 31, with news for housewives by Ruth Van Deman; some grist for gardeners will be presented by Ernie Moore and Duke DuMars. They will emphasize which vegetables should be planted in April--a very busy month for gardeners.

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"HOME CANNING of fruits and vegetables," the 16-page booklet on this subject, has recently been reprinted. Six pages of illustrations give visual step-by-step instructions on canning. Other valuable information is given on the remaining pages in concise form. Copies can be obtained from the Office of Information.

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